



2100

2163

#7-
BT
4-23-a

0.500

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Alan D. Gould et al.	Docket No.: 50442.010200
Serial Number: 09/917,792	Art Unit: Unassigned
Filing Date: July 31, 2001	Examiner: Unassigned
Title: Computerized System and Method for Increasing the Effectiveness of Advertising	

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. §1.97(b)(3)

Honorable Assistant Commissioner for Patents
Washington, D.C. 20231

RECEIVED**FEB 28 2002**

Sir:

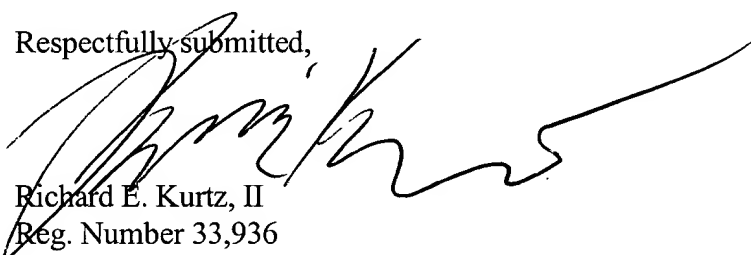
Technology Center 2100

Transmitted herewith is an Information Disclosure Statement (Form PTO-1449) in the above-captioned application.

This Information Disclosure Statement is submitted prior to the mailing date of the first Office Action on the merits. Thus **no fee, petition, or certification is required**. However, the Commissioner is authorized to charge any additional fees or credit any overcharges to Deposit Account No. **50-0653**.

Consideration of the references and Examination on the Merits is respectfully requested.

Respectfully submitted,


Richard E. Kurtz, II
Reg. Number 33,936

Greenberg Traurig
1750 Tysons Blvd, 12th Floor
McLean, Virginia 22102
703-749-1300

February 25, 2002

REK/SLF